

## Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EURE-00 EB-05 RSC-01 DRC-01 /014 W

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P R 191403Z JUN 74

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC PRIORITY 3095

INFO USDOC WASHDC

UNCLAS VIENNA 5419

E.O. 11652: N/A

TAGS: BEXP, XX, AU

SUBJECT: COMMERCIAL PROGRAMS - FOREIGN BUYER GROUPS

REF: A. STATE 114770; B. STATE 109972; C. A-2270;

D. A-2763

1. AFTER CONSULTATIONS WITH AUSTRIAN FEDERAL CHAMBER OF COMMERCE (AF-COC), FOLLOWING EVENTS LISTED REPAIR

D. SELECTED FOR PROMOTION:

A. INTERNATIONAL MACHINE TOOL SHOW, CHICAGO, SEPTEMBER 1974;

B. PACKAGING EXPOSITION, CHICAGO, OCTOBER 1974;

C. NATIONAL PLANT ENGINEERING MAINTENANCE SHOW, CHICAGO, MAY 1975.

SHOW THEME AND TIMING OF THESE EVENTS BELIEVED TO MAKE ACTIVE PROMOTION OF AUSTRIAN BUYER ATTENDANCE WORTHWHILE.

2. PROMOTIONAL MATERIAL NEEDED: FOR EVENT A., EMBASSY RECEIVED 200 PROMOTION BROCHURES AT END OF MAY WHICH COVERS REQUIREMENTS; FOR EVENTS B. AND C., 250 PROMOTION BROCHURES REQUESTED.

3. FOR OTHER EVENTS LISTED REPAIR D. EXCEPT AUGUST SHOWS, EMBASSY WOULD LIKE TO RECEIVE 30 COPIES OF PROMOTIONAL LITERATURE FOR SELECTIVE DISTRIBUTION TO POTENTIALLY INTERESTED PARTIES.

4. AF-COC OFFERED TO CO-SPONSOR GROUP TRIPS OF AUSTRIAN BUYERS TO TRADE SHOWS LISTED IN PARA 1, AND PROVIDE UNCLASSIFIED

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ORGANIZATIONAL AND PROMOTIONAL ASSISTANCE. AF-COC

PLANS TO ORGANIZE AUSTRIAN BUYING MISSION TO THE UNITED STATES IN OCTOBER WITH CORE OF MISSION TARGETED TO PACKAGING EXPOSITION IN CHICAGO.

5. ALTHOUGH ALL SELECTED EVENTS LOCATED IN CHICAGO, CHAMBER BELIEVES AUSTRIAN PARTICIPANTS IN GROUP VISITS ALSO INTERESTED IN SIDE TRIP TO WEST COAST. CHAMBER ASKED IF SOCIAL FUNCTION FOR VISITING GROUPS CAN BE ARRANGED BY LOCAL COC OR OTHER OFFICIAL ORGANIZATION. PLEASE ADVISE.

6. AMEXCO VIENNA AGREED TO PROVIDE LOGISTIC SUPPORT BY PREPARING PACKAGE TOURS FOR GROUPS AND INDIVIDUAL TRAVELERS.

7. BECUASE OF INVOLVEMENT AF-COC, PROMOTIONAL PROCEDURES OUTLINED IN REFTTEL A. MAY REQUIRE MODIFICATION. WE ADVISED CHAMBER THAT COMMERCE NEEDS ADVANCE INFO ON FOREIGN BUYERS FOUR WEEKS BEFORE SHOWS.HUMES

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